

# Marco Gercke

Marco Gercke is a world-renowned cybersecurity expert and digital innovation strategist. He advises top leaders and delivers engaging keynotes tailored to corporate audiences, focusing on cybercrime, digital risk, and the future impact of AI.

## KEY TOPICS

- **Current Developments in Cybersecurity & Cybercrime**
- **Relevance for Board Members & Managing Directors**
- **Digitisation, Machine Learning & AI**
- **Impact of AI on Economy, Society & Politics**

## BIOGRAPHY

### Leading the Fight Against Cybercrime

Marco Gercke is recognised globally as one of the foremost experts in cybersecurity. With a career spanning over two decades, he has become a trusted advisor to governments, multinational corporations, and global organizations. His unique blend of academic expertise and real-world experience equips leaders to better understand and respond to today’s cyber threats. Having delivered over 1,000 speeches in more than 100 countries, Marco Gercke has shaped conversations on cybersecurity strategy across all continents. His approach is both visionary and practical, combining insights from high-level policy advising with deep technical knowledge. From Europe to Latin America, his influence is evident in the frameworks shaping cyber resilience today. Through the Cybercrime Research Institute, which he founded and leads, Gercke investigates global cybercrime trends and formulates innovative solutions. The institute operates as an independent think tank in Cologne, Germany, providing research and strategic consultation to key stakeholders in public and private sectors.

### Cybersecurity for the C-Suite and Beyond

Marco Gercke’s work is particularly relevant for executive leadership. He offers practical guidance on cybersecurity tailored for decision-makers—board members, CEOs, and senior managers who are increasingly responsible for managing digital risk. His keynotes often highlight the strategic and legal challenges organizations face. What makes him stand out is his ability to demystify complex cyber issues for non-technical audiences. He translates threats into business language, helping leaders make informed decisions that protect their reputation and operations. The growing threat of cybercrime is no longer a technical issue—it’s a boardroom concern. Gercke's presentations emphasize this shift, urging corporate leaders to embed cybersecurity into every aspect of their strategic planning.

## Cyber Incident Simulations: Interactive and Strategic

One of Marco Gercke's most requested offerings is his **Cyber Incident Simulations**. These high-impact sessions use "serious gaming" methodologies to simulate realistic cyberattack scenarios. They are designed for executive teams and government officials to stress-test their crisis response in a controlled, interactive setting. Unlike technical drills, these simulations are decision-making exercises. They focus on strategic and operational responses—like communication strategies, regulatory compliance, and stakeholder engagement. Clients can choose to base the scenario on real companies or fictionalised cases, adjusting complexity and industry relevance to fit their audience. These simulations have been conducted for global organisations such as the United Nations, the World Bank, the European Central Bank, and even featured at the prestigious Munich Security Conference. With the ability to scale up to 100 participants, they are ideal for high-level corporate events and policy workshops alike.

## Exploring the Future: AI and Digital Transformation

While cybersecurity is Marco Gercke's core domain, his second major focus is on **digitalisation and artificial intelligence**. His interest in this area dates back to the 1990s when he founded companies leveraging machine learning for medical diagnostics and interactive media. Today, he channels this expertise into advising executive boards on navigating digital change. Gercke's keynotes on digital transformation explore the intersection of **machine learning, AI, and corporate strategy**. He discusses not only the opportunities but also the ethical and societal risks that come with rapid technological innovation. From data bias to algorithmic accountability, he offers a comprehensive view that helps companies innovate responsibly. His speeches are especially useful for industries undergoing digital disruption—healthcare, finance, manufacturing, and media. Attendees gain a forward-looking perspective that is grounded in real-world applications, legal frameworks, and global trends.

## Custom Keynotes with Real Impact

Every speech Marco Gercke delivers is **custom-tailored** to the client's goals and audience. Organizers can schedule a pre-event briefing call to define the focus areas—be it the latest developments in cybercrime, the boardroom implications of digitalisation, or the role of AI in shaping public policy. Whether he's addressing a group of top executives or a broad multi-industry audience, Gercke's presentation style remains consistent: dynamic, clear, and interactive. He often speaks without slides to better engage with the audience, though presentation materials can be added upon request. Corporate event planners value his adaptability and ability to resonate with diverse groups—from IT professionals to legal teams and top management. His speeches not only inform but also inspire organisations to rethink their approach to digital security and innovation.

## Why Corporate Audiences Choose Marco Gercke

Marco Gercke is more than a keynote speaker—he is a strategic partner in preparing for the digital future. His speeches and simulations combine academic depth with real-world relevance, making him a top choice for corporate conferences, leadership retreats, and industry summits. His global experience, including work in over 100 countries, gives him a truly international perspective. As cyber threats and digital technologies continue to evolve, Gercke ensures that leaders stay ahead of the curve. His keynotes are an investment in foresight and resilience.

## Book Marco Gercke for Your Next Event

If you’re planning a corporate event and need a speaker who combines expertise, energy, and executive relevance, Marco Gercke delivers on all fronts. From cybersecurity strategy to the future of AI, his insights empower decision-makers. To check availability or discuss event details, visit our contact page.